

## ABSTRACT OF THE DISCLOSURE

A system and method for interactive broadcast of Internet web pages, or the like, on dedicated downstream channels in a cable television system or the like facilitates hyperlinking by a user from a broadcast television program to a web page, or between web pages, for example. In one embodiment, each user's set top is programmed with channel mapping information that maps each hyperlink request to a particular channel and time where the requested information is being broadcast in a multiplexed information stream. In response to receipt of a hyperlink request from a user actuating a remote control button, mouse or keyboard, the set top tunes to the appropriate one of the downstream channels, and downloads the web page or other information. In one embodiment to facilitate picture-in-picture capability using a single tuner, the tuner in the set top briefly tunes away from the video program to the appropriate data channel for receiving the hyperlink information. After the information associated with the hyperlink is downloaded and stored in the set top, the tuner automatically tunes back to the video program. The user can then interact with the hyperlink content and continue watching TV simultaneously. Alternatively, a scaler application is provided in the headend that reduces the size of the video program or a content related web page, for example, so that they can then be combined at the headend in a picture-in-picture format.